

I. A SURVEY OF THE PRESENT SYSTEM OF SHIFT ASSIGNMENTS
IN CONNECTION WITH GOOD BROADCASTING

AND II. A SUGGESTION FOR IMPROVEMENT

I. A. WITH THE PRESENT SYSTEM OF ONE AND ONE-HALF HOUR SHIFTS, THERE IS A GREAT DROP IN AUDIENCE ENTHUSIASM WHEN THE PROGRAM ANNOUNCER SPEAKS OR WHEN THE OTHER ANNOUNCER READS A COMMERCIAL.

1. THERE IS NO INTEGRATION OF MATERIAL, AS DISCUSSED BY MR.

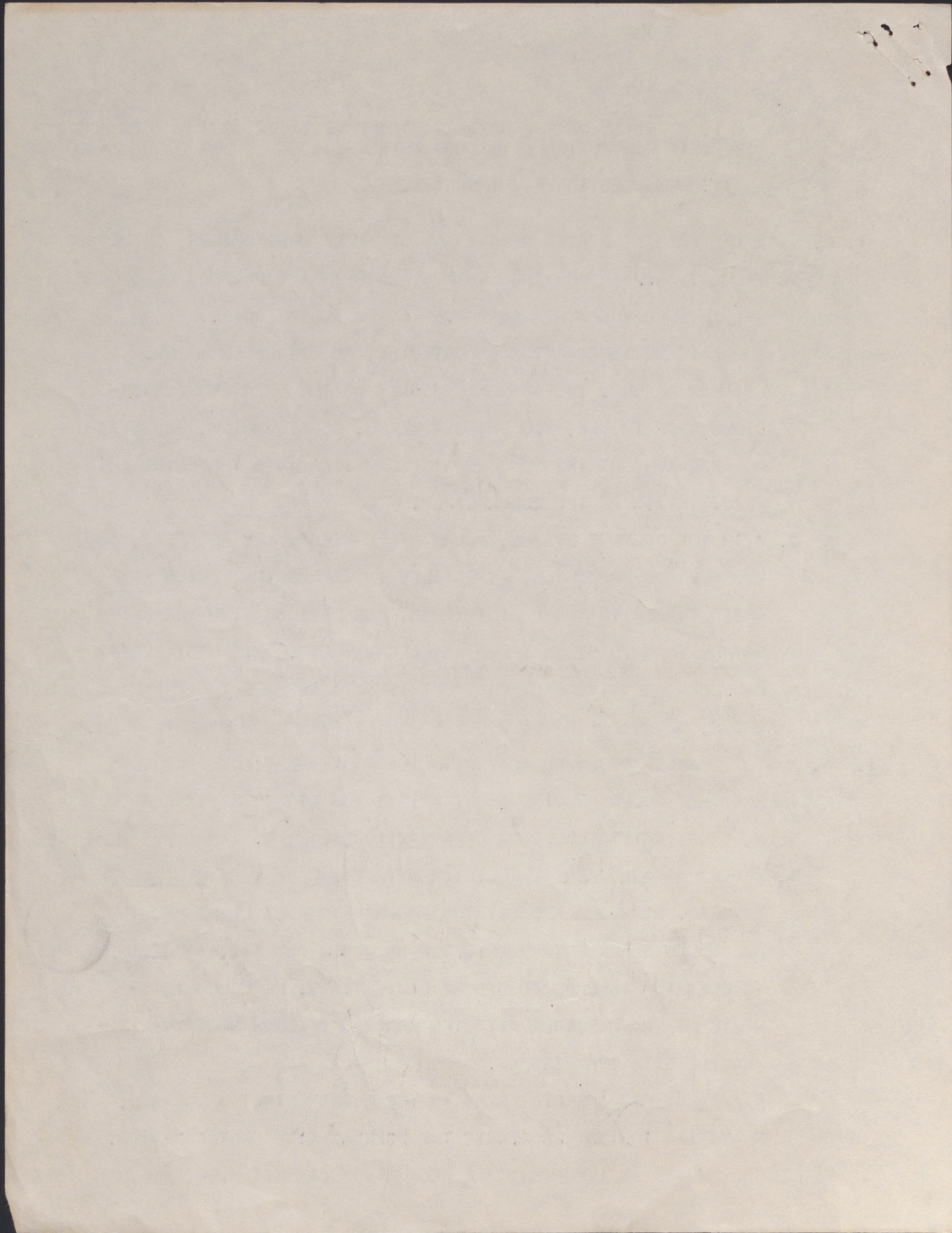
MEIGHAN OF CBS. THE ANNOUNCERS ONLY DO THE SHOW AND COMMERCIALS ONCE IN ONE, TWO OR MORE WEEKS. CONSEQUENTLY, THERE IS NO REAL INSIGHT INTO THE SHOW'S FORMAT OR INTO THE POINT AND PRESENTATION OF THE COMMERCIALS.

2. WITH THE PRESENT SYSTEM, THERE ARE A GREAT MANY ABSENCES, BOTH EXCUSED AND UNEXCUSED, ESPECIALLY IN THE SPRING, WHICH ARE OFTEN TRACED TO SHEER DISINTEREST AND BOREDOM WITH THE SHIFT RATHER THAN TO OTHER IMPORTANT ENGAGEMENTS. THIS DISINTEREST DEVELOPS FROM THE FACT THAT FEW ANNOUNCERS HAVE THEIR OWN SHOWS, SHOWS WHICH WOULD CONSEQUENTLY MEAN MUCH MORE TO THEM.

II. A. A SYSTEM WHICH WOULD DO AWAY WITH THE ABOVE-MENTIONED PROBLEMS IS ONE THAT WOULD PROVIDE SHORT SHIFTS TWO OR THREE TIMES A WEEK, SHORT SHIFTS COMPOSED OF A PARTICULAR SHOW.

1. A PERSON WOULD BECOME FAMILIAR WITH THE FORMAT OF HIS OWN PROGRAM. HE WOULD PRESENT THE PROGRAM IN A STYLE HE ENJOYED AND WOULD BE FREE TO DO HIS OWN SHOW HIS OWN WAY, SUBJECT TO CERTAIN STANDARD PROCEEDURE LIMITATIONS. HE WOULD INTEGRATE HIS COMMERCIALS WITH THE PROGRAM THROUGH HIS FAMILIARIZATION WITH THE PROGRAM.

EXAMPLES: "YOU'RE LISTENING TO THE MONDAY NIGHT BANDSTAND, FEATURING TONIGHT AS ALWAYS THE POPULAR HITS OF THE NATION. AND HERE'S AN ITEM THAT HAS BEEN A POPULAR HIT WITH YALE MEN



FOR MANY YEARS, ETC." OR "MUSICAL MATINEE, BRINGING YOU THIRTY MINUTES OF OLD FAVORITES. AND SPEAKING OF OLD FAVORITES, HENDRIE HALL PIPE TOBACCO HAS BEEN AN OLD FAVORITE WITH YALEMEN EVER SINCE ELIHU YALE SMOKED IT IN WALES, ETC."

2. THE ADDED ENTHUSIASM, CAUSED BY THE INTEREST OF MEN IN BUILDING UP THEIR PROGRAMS AND ~~ON~~ ESTABLISHING THEMSELVES AS RADIO PERSONALITIES (LIKE "CANDIED YAM") WOULD RESULT IN BETTER ATTENDANCE, AND ALSO BETTER BROADCASTING.
3. ANY SHOW AIRED DAILY WOULD BE SPLIT BETWEEN TWO MEN, WHO WOULD BE RESPONSIBLE TO AIR IT: ONE MIGHT TAKE THREE DAYS OF A PARTICULAR WEEK, AND THE OTHER THE OTHER TWO DAYS. THEY WOULD ALTERNATE AS THEY CHOSE, JUST AS LONG AS ONE OF THEM WAS AT THE STUDIOS TO AIR THE PROGRAM.
4. A DETAILED EXAMINATION OF THE PRESENT PROGRAM SCHEDULE (EXCLUDING SPECIAL SHOWS LIKE SONGS, SOUND STAGE, OTHER WORLD, ETC., WHERE THERE ARE SPECIAL PERSONNEL AND THE SHOWS ARE THEIR OWN PERSONAL SHOWS) WITH ONE OR TWO SUGGESTED CHANGES:
 - 4:30 -- MUSICAL MATINEE -- PROGRAM OF NEW RELEASES, A DISC-JOCKEY TYPE SHOW, ESPECIALLY FOR THOSE WHO LIKE TO CHAT ABOUT NEW SONGS AND VENTURE PREDICTIONS ON THEIR POSSIBLE SUCCESS -- STAFF OF TWO MEN ALTERNATING (OR POSSIBLY THREE MEN).
 - 5:00 -- ALREADY FILLED WITH SPECIAL PERSONNEL SHOWS.
 - 5:30 AND OTHER NEWS BROADCASTS -- TO BE FILLED BY THOSE PREFERRING NEWS ANNOUNCING (THIS WOULD INSURE PROPER PRONUNCIATION, ETC., WITH A REGULAR STAFF OF REPORTERS -- SEVERAL MEN NEEDED).
 - 5:35 -- 640 MUSIC ROOM -- PROGRAM OF OLD FAVORITES, DISC-JOCKEY TYPE SHOW, PERSONALITY PROGRAM, PERHAPS INCLUDING THIS TYPE OF FORMAT: "FROM THE RODGERS AND HART 1928 MUSICAL A CONNECTICUT YANKEE, ANDRE KOSTELANETZ AND THE ORCHESTRA AND THE OLD FAVORITE .. MY HEART STOOD STILL." (POPULAR MUSIC IN AMERICA, BY SIGMUND SPAETH, HAS ALL SUCH INFORMATION) -- 2 OR 3 MEN NEEDED.
 - 6:00 -- SERENADE AT SIX -- AS IS, BUT WITH RECORDED TAKE-IN AND TAKE-OUT

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- 7:00 -- NEWS ANALYSTS AS THEY ARE. EASY LISTENING AS IS WITH RECORDED TAKE-IN AND TAKE-OUT UNTIL POSSIBLE TO REPLACE.
- 7:30 -- IT'S ALL YOURS -- COULD BE MADE AS GOOD AS STARDUST IF HANDLED WITH INSPIRATION -- 2 OR 3 MEN NEEDED.
- 8:00 -- SPORTS PAGE -- ESPECIALLY DESIGNED FOR MEN WITH SPORTS KNOWLEDGE, AS IT IS HANDLED NOW, ALTHOUGH LESS MEN COULD DO A BETTER JOB AND ESTABLISH A BILL STERN AND MEL ALLEN ON THE YALE CAMPUS -- TWO OR THREE MEN NEEDED IN THIS LATTER CASE.
- 8:15 -- BANDSTAND, REQUEST RESUME, HIT PARADE -- DESIGNED FOR TED HUSING TYPE, COULD BE MADE MUCH BETTER BY A COUPLE OF MEN PROVIDING A GOOD FORMAT.
- 9:00 -- DESIGNED FOR STUDY -- AS IS, BUT WITH RECORDED TAKE-IN AND TAKE-OUT.
- 10:05 -- SYMPHONY HALL -- FINE AS IS.
- 11:00 -- COLLEGE NEWS -- EITHER NEWS REPORTERS, OR THE PRESENT ARRANGEMENT: ANYONE WANTING TO CONTRIBUTE AND SIGN UP FOR IT.
- 11:10 -- STARDUST -- VERY GOOD AS IS.

NOTE: PRESENT SPECIAL SHOWS REQUIRING SPECIAL PERSONNEL ARE NOT MENTIONED ABOVE BECAUSE THEY FIT INTO THE PROPOSED SYSTEM AS THEY ARE NOW.

5. THIS NEW SYSTEM HAS ONE POTENTIAL WEAKNESS: THE HANDLING OF COMMERCIALS. THE SOLUTION TO THIS PROBLEM WOULD BE TO ALLOW THE VARIOUS MEN RUNNING THEIR OWN SHOWS TO READ THEIR OWN COMMERCIALS, SINCE, AS ALREADY MENTIONED, THIS WOULD INCREASE COMMERCIAL INTEGRATION AND CONSEQUENTLY SMOOTH BROADCASTING (AS DONE AT PRESENT ON MOUNTAIN MELODIES, STARDUST). OR A STUDIO ANNOUNCER REGULARLY ASSIGNED TO THE SPECIFIC SHOW COULD HANDLE THE COMMERCIALS (USUALLY SPECIAL SHOWS LIKE SONGS FROM BROADWAY MUSICALS). AS FAR AS COMMERCIALS BETWEEN SPECIAL SHOWS ARE CONCERNED, OLD ANNOUNCER COULD READ THEM AS HE DOES AT PRESENT. IN THE CASE OF COMMERCIALS -- NCSA OR SA -- BETWEEN PROGRAMS WITH RECORDED ANNOUNCER (EXAMPLE: TUESDAY -- SERENADE AT SIX FOLLOWED BY EASY LISTENING), THE ENGINEER SHOULD BE ABLE TO READ THE COMMERCIAL. THE BREAK FOLLOWING THE COMMERCIAL COULD BE TRANSCRIBED WITH THE PROGRAM INTRO AND THEME

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OF THE FOLLOWING PROGRAM. THE ENGINEER COULD ALSO TAKE A COMMERCIAL FOLLOWING A PROGRAM WITH TRANSCRIBED CLOSE AND PRECEDING A SPECIAL SHOW. THIS SHOULD HANDLE ALL POSSIBLE PROBLEMS OF COMMERCIALS IN RELATION TO THE PROPOSED CHANGE IN THE SHIFT SYSTEM.

I BELIEVE THAT THE ABOVE TAKES CARE OF MOST OF THE TECHNICAL PROBLEMS THAT COULD HAMPER THE SUCCESS ~~XXXXXX~~ OF THE PROPOSED PLAN OF SHIFT ASSIGNMENTS. IN MY MIND THIS SYSTEM WOULD WORK WELL AND CERTAINLY IMPROVE OUR WHOLE QUALITY AND EFFICIENCY IN BROADCASTING.

MAY 9, 1949

ROBERT CHAMBERS

